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(54) Title: PAPER COATING PIGMENTS

(57) Abstract: A coating composition for use in producing a coating on paper and other substrates comprises an aqueous suspension of a particulate pigment together with a binder, wherein the particulate pigment comprises a mixture of: a first pigment component comprising particulate ground calcium carbonate (GCC) having a particle size distribution (psd) steepness factor ranging from about (30) to about (45); and a second pigment component comprising either particulate precipitated calcium carbonate (PCC) having a psd steepness factor ranging from about (55) to about (75), or particulate GCC having a psd steepness factor ranging about (40) to about (55). The particulate pigment may optionally further include a particulate kaolin clay.